ELECTRONIC PUBLISHING SYSTEM

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Abstract of the Invention

An electronic publishing system for efficiently and creatively disseminating information. In particular, the electronic publishing system includes: (1) a data collection interface for collecting user data from users of websites; (2) a database for storing the user data; (3) a publisher interface system to allow publisher to create an original message specification; and (4) a message builder for composing and sending an informational message according to the message specification. The electronic publishing system allows website publishers to selectively distribute information to pre-determined users of their websites in creative formats without having to maintain mailing lists.

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